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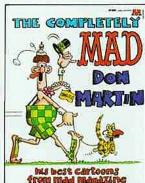
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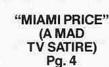
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VITAL FEATURES







MAD'S DO-IT-YOURSELF "INDIANA JONES" SEQUEL Pg. 10

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ENJOY A MID-WINTER **BEACH VACATION** AT HOME Pg. 22

MAD'S 14 RULES OF GOOD BEHAVIOR Pg. 28





"ZONK ME OUT AT THE BALL GAME" (A MAD SONG PARODY) Pg. 37

"One of the most strenuous exercises is putting the thought of food to the back of your mind!" -Alfred E. Neuman

WILLIAM M. GAINES publisher

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LEONARD BRENNER art director TOM NOZKOWSKI production CHARLIE KADAU, JOE RAIOLA, SARA FOWLER editorial assistants

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the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT The Lighter Side Of
DICK DePARTMENT American Express Commercials We'd Like To See
DON MARTIN DEPARTMENT One Tuesday Morning On Easter Island. 9 One Wednesday Morning In New York City. 21 One Thursday Morning In The Dungeon 42
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LETTERS AND TOMATOES DEPARTMENT Random Samplings Of Reader Mail
MARGINAL THINKING DEPARTMENT "Drawn Out Dramas" By Sergio Aragones**
MEET MARKET DEPARTMENT MAD's Personal Ads
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POLITE SWITCH DEPARTMENT MAD's 14 Rules Of Good Behavior
SLEUTH DECAY DEPARTMENT "Murder She Hopes" (Another MAD TV Satire)
TAKE A POWDER DEPARTMENT New Uses For Arm And Hammer Baking Soda
THE QUEST IS YET TO COME DEPARTMENT MAD's Great American Scavenger Hunt
TUNER FISHING DEPARTMENT Specialized Cable TV Networks Of The Future
UNITED STATUS OF AMERICA DEPARTMENT A MAD Guide To Yuppies, Yullies And Yuffies
WHERE'S THE BEAST? DEPARTMENT Camouflage Tricks Of Big City Animals
WIDE WORLD OF SNORTS DEPARTMENT "Zonk Me Out At The Ball Game" (A MAD Song Parody)37
**Various Places Around The Magazine

COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN COVER IDEA: REYNALDO CRUZ

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY, 10022. Second class postage paid at New York, NY, and at additional mailing offices. Subscription in U.S.A.: Issues \$10.75 or 24 issues \$26.75 or 40 issues \$42.75. Outside U.S.A.: Issues \$17.5 or 24 issues \$32.75 or 40 issues \$42.75. Outside U.S.A.: Issues \$17.5 or 24 issues to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY, 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and requestall manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are flotitious. A similarity without stric purpose to a living person is a coincidence.

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Please cancel Eisenhower Elementary School's subscription to MAD Magazine. It was unknowingly ordered without previewing it first. The magazine is extremely risque and unsuitable. It should be excluded from the order list for magazines for elementary schools. Thank you.

Cathy Berk Harper Imc Clerk Eisenhower Elementary School Flint, MI

You're right! But we never claimed MAD was suitable for Imc clerks in the first place!—Ed.

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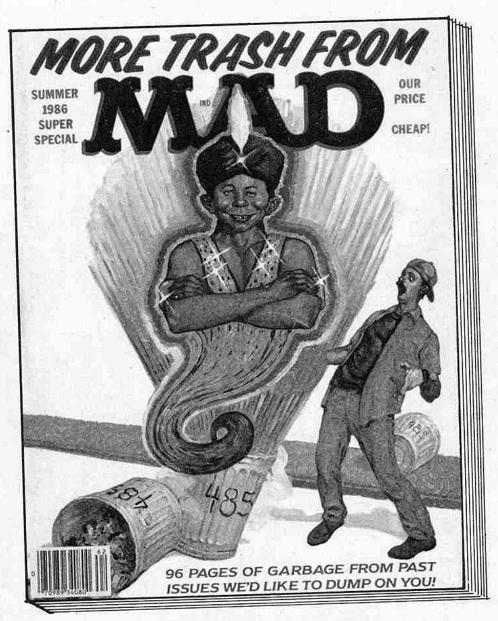
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William M. Gaines, Publisher.

OUR GARBAGE ... AT YOUR DISPOSAL!



BAG THIS HEFTY ISSUE AT YOUR LOCAL NEWSSTAND TODAY! YOU'LL BE GLAD YOU DID!

FOPS AND ROBBERS DEPT.

Nowadays it costs a lot of money to be an undercover cop, especially in Florida! High rents? Payoffs to squealers? Chicken feed! No, the big bucks have to be spent for the trendiest and most overpriced designer fashions and hair styles or you lose your job! In other words, you gotta pay the...

MIAMI PRICE

I'm Sunny Crock! Other people wear alligators on their shirts, I wear them on my 40 foot sloop! That, along with my hopped up sports car, helps me to maintain a "low profile" which is essential to my work as an undercover vice detective!

I'm Retardo Duds, Crock's partner! I'm well-dressed and have an even disposition! I used to be a New York City cop before I was dismissed on a "Too Normal And Nice" charge!

I'm Lt. Coldfellow! In the line of work, Crock and Duds cheat, lie, bash people around, and race through the streets at 90 MPH! They're model citizens—all the slime of this town model themselves after them!



III CAT ORUCKER

Pina, when I decided upon a respectable career in law enforcement, playing a hooker all the time wasn't what I had in mind! My mom should

It's getting to me, too! I went out with my boyfriend last night and when he kissed me I told him that kind of stuff was going to cost him! You got some information for me, doll?

There's a big shipment of stuff coming in from Columbia aboard The Flying Drugman! It arrives on the 17th, pier #9 at 11:45 PM! The drop has a street value of 32 million!

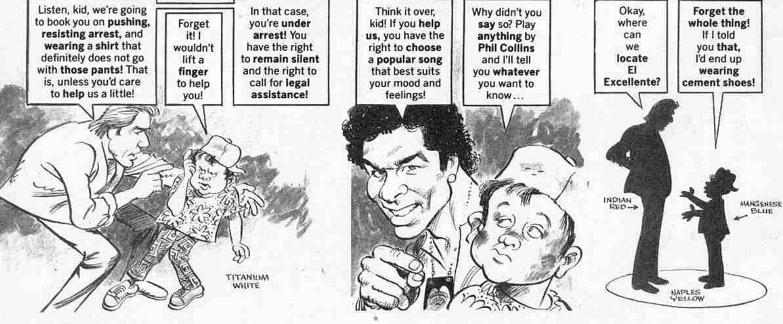
Fantastic!
How do you girls always manage to get such detailed info on drug shipments?

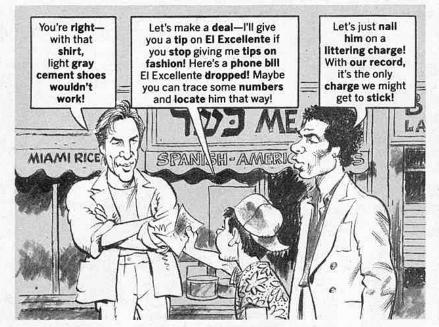
You forget this is Miami! It's all listed in the "Shipping News" section of any daily









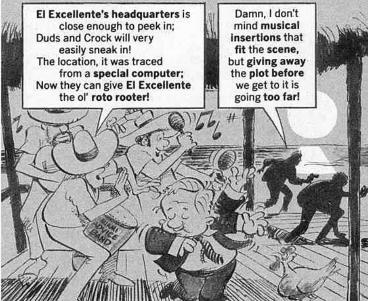


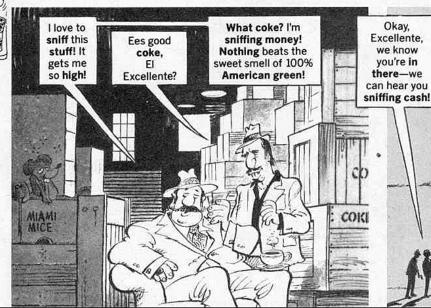
You asked for overnight delivery on these phone numbers! The computer supplied the numbers, I'm the "overnight" part!

Gina, I don't mind you getting into bed with me, but please wear pastels next time!









And I know you're out there the Calypso singer sang about it 10 minutes ago!

El Excellente is in for big surprise
When he is confronted by these two
undercover guys!
But the story's not over, you'll be
unhappy to know
Our contract insists on one
chase scene for each show!





It's a smuggler's paradise!

Just may be "Miami Vice!"

Some folks believe the reason

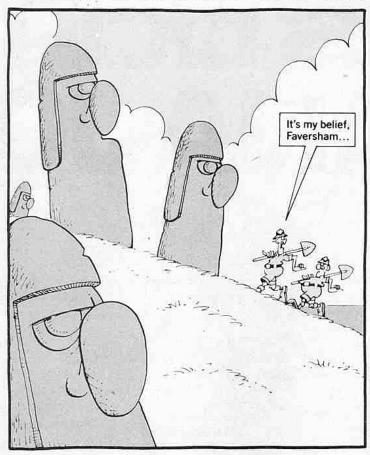
"Smuggler's

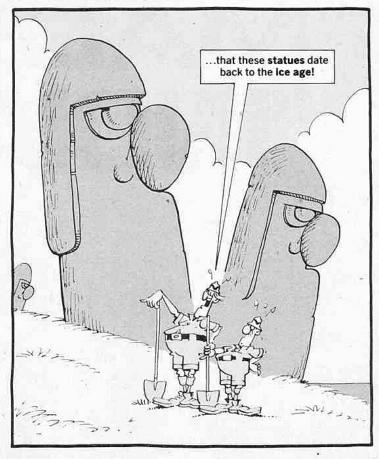
It can't be too nice!

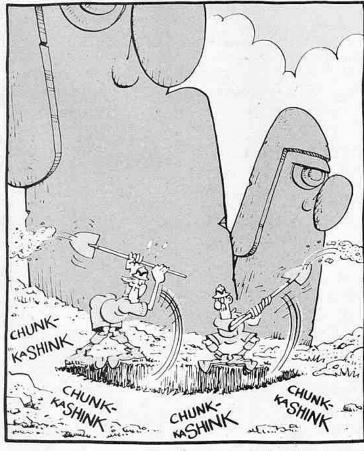
Sure, Miami gets the business...

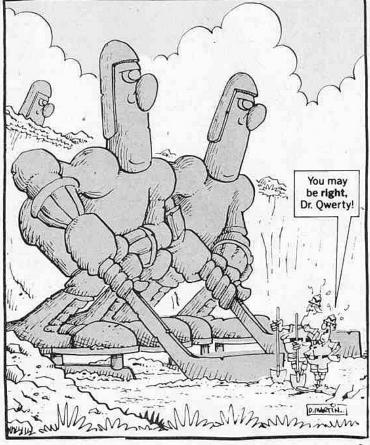
But it sure pays the price! Miami price!

ONE TUESDAY MORNING ON EASTER ISLAND









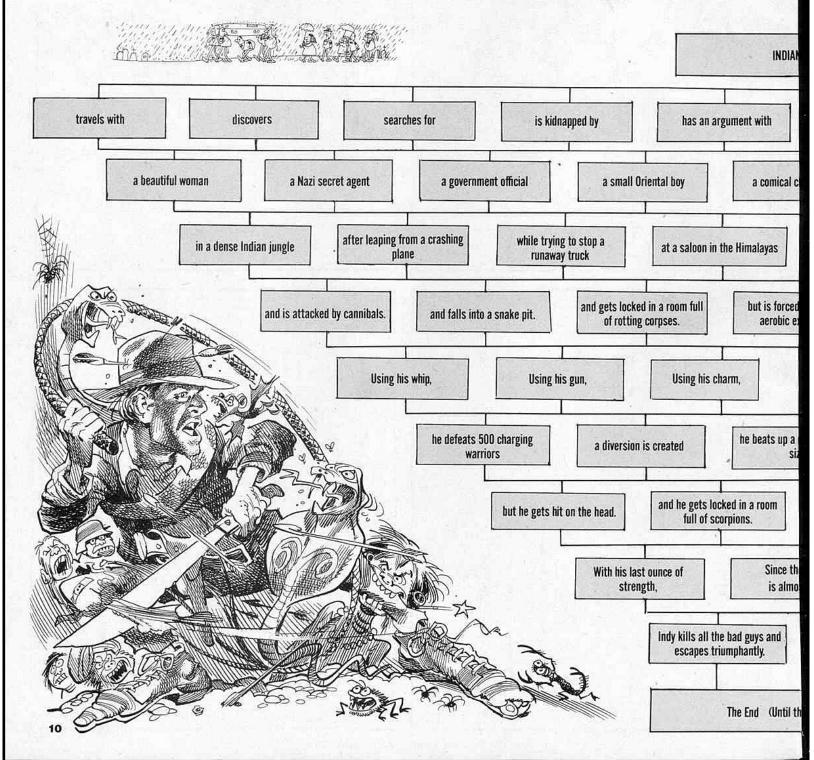
WRITER: FRANK JACOBS

ARTIST: DON MARTIN

MOTION PICKS DEPT.

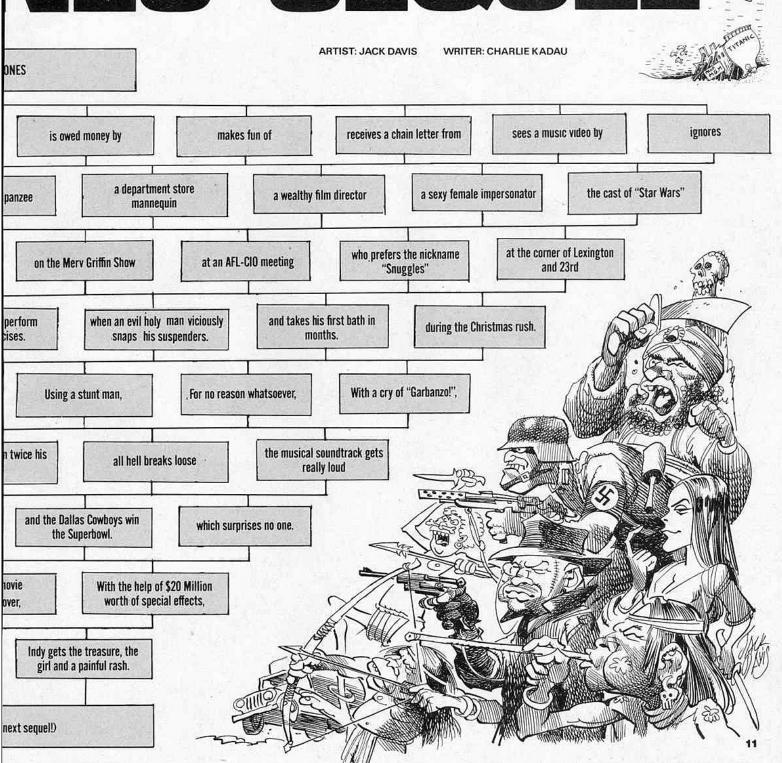
Everyone loves those "Indiana Jones" movies, but they take so darn long to make, it's easy to get bored while waiting for the next one. Not any more! Now, whenever you get the urge to experience a pulse-pounding new "Indiana Jones" adventure, merely start at

MADIS DO-IT UNDANAJO

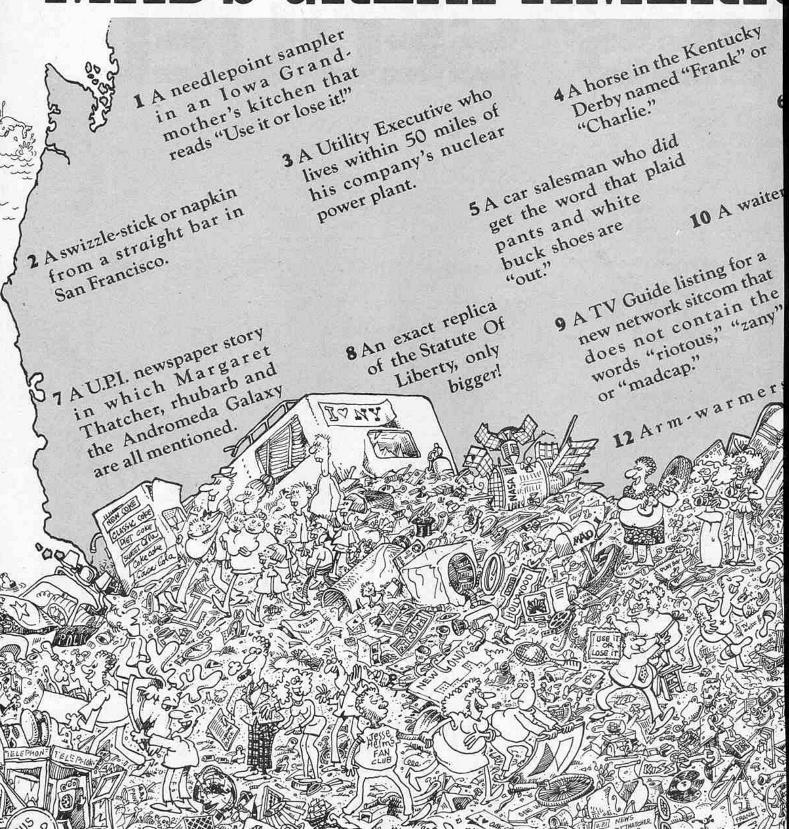


the top of the accompanying chart and work your way down, pulling one exciting story element from each row. By the time you reach the bottom, you'll have the plot summary of a brand new, thrilling sequel that even Steven Spielberg himself would be proud of.

TYOURSELF VES"SEQUEL

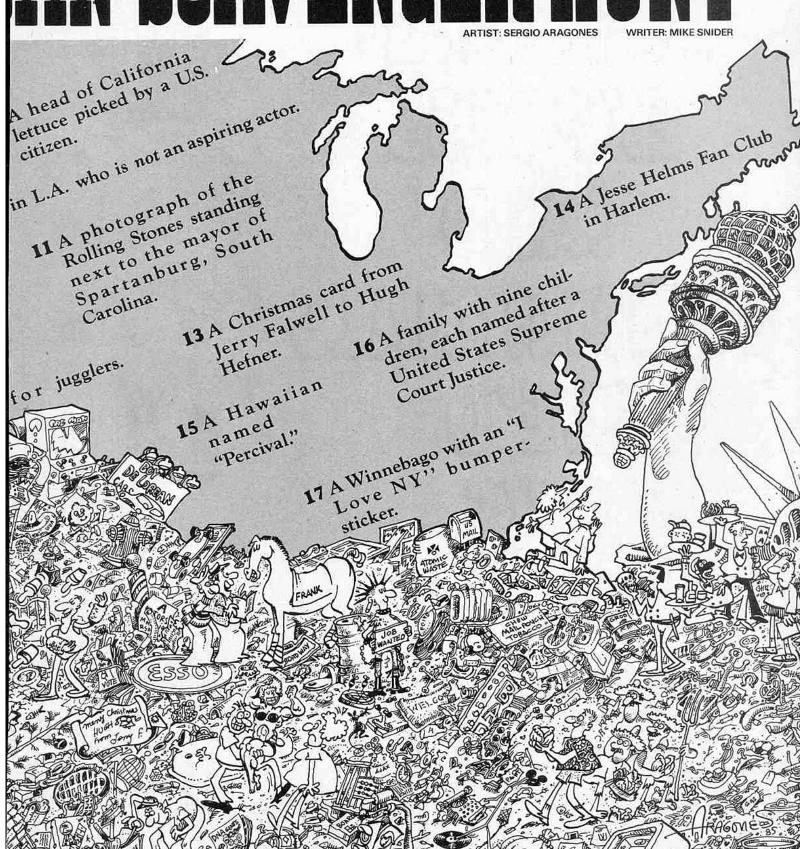


How Many Of These Hard-To-Fina MAD'S GREAT AMERIC



Items Can You Come Up With In...

AN SCAVENGER HUNT

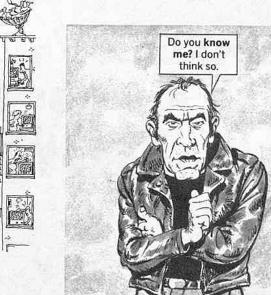


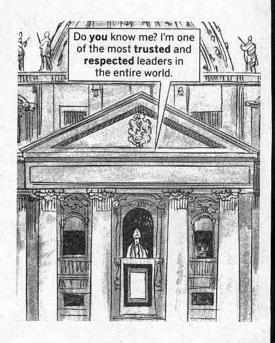
DICK DePT.

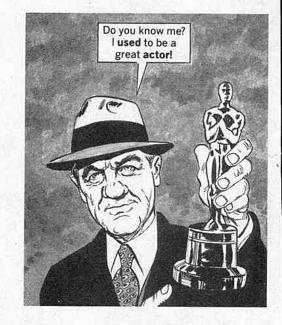
SOME MERICAN EXPRESS (C/11 ?? D MERCIALS WED)

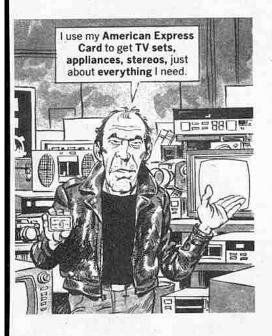


ARTIST: ANGELO TORRES



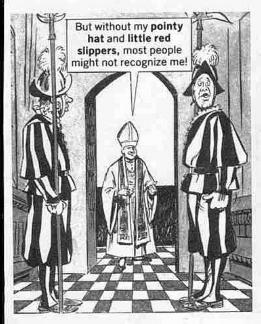


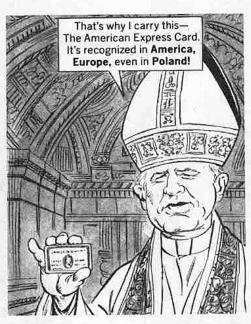




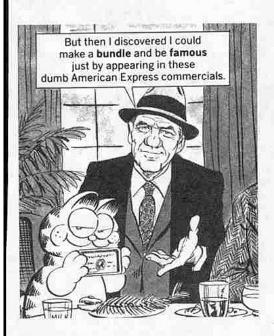




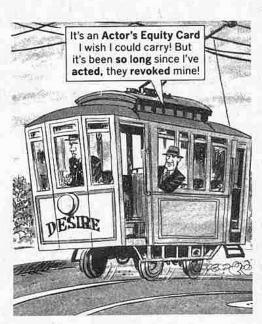












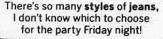
PUMPING IRON



BERG'S-EYE VIEW DEPT.

THELIGHTE

CLOTHES



Which style do you think would make Jimmy Sexton really notice me?



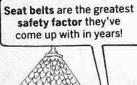








DRIVING



That's true, but I don't see you wearing yours!





It's so uncomfortable, it keeps me from falling asleep at the wheel!



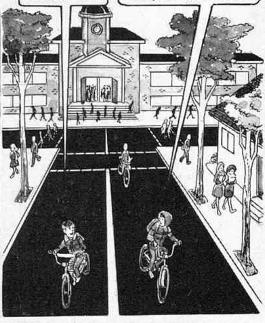
SIDE OK.

ARTIST & WRITER: DAVE BERG

EXAMS

I think I got a 100% on today's biology exam!

How do you figure? It was a killer, and you didn't even study 10 minutes for it!



Yeah, but I was able to copy all the answers from 'Boom Boom" Wayne!



Are you kidding? "Boom Boom's" the dumbest kid in the class!

True, but "Boom Boom" copied every answer from Meg Bongiovanni! She always gets 100%!



OBSESSION

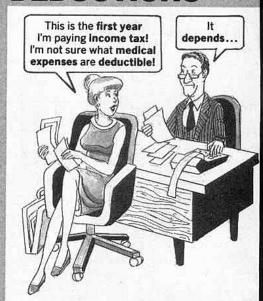




SPENDING



DEDUCTIONS



LOVE



RESPONSIBILITY







TELEVISION



SELF-EFFACEMENT







Until I met Gall









GOLF



What hap-pened?

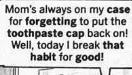
We were practicing our strokes in his back yard, and I hit a ball that got away from me! It sailed through his neighbor's picture window and busted up an antique vase and stuff!



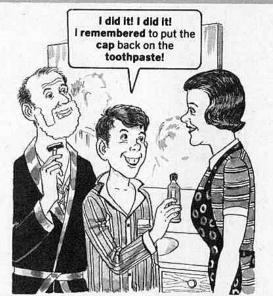
Oh, no! That Is terrible! What are you going to do about that? What else can I do? Just keep practicing 'til I get rid of that slice!

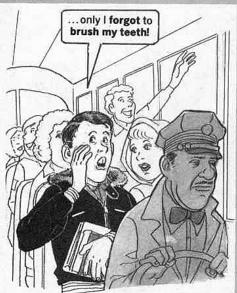


HABITS



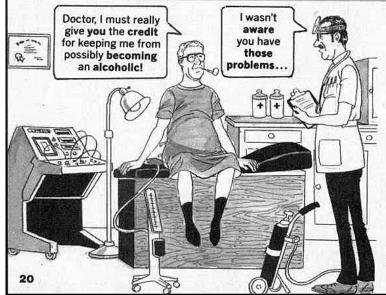






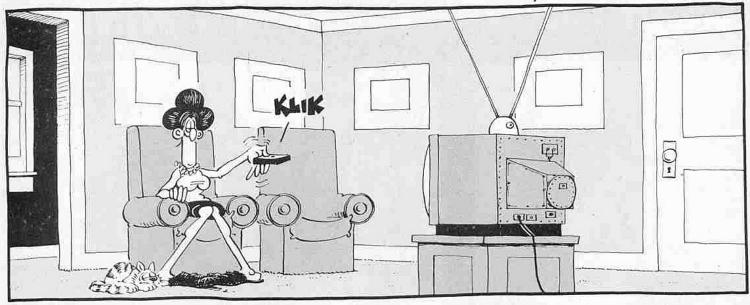
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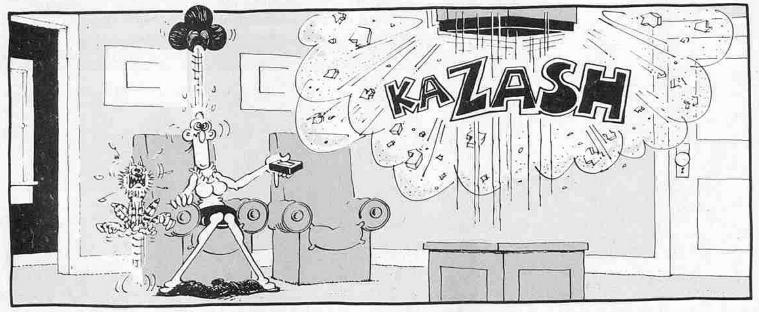
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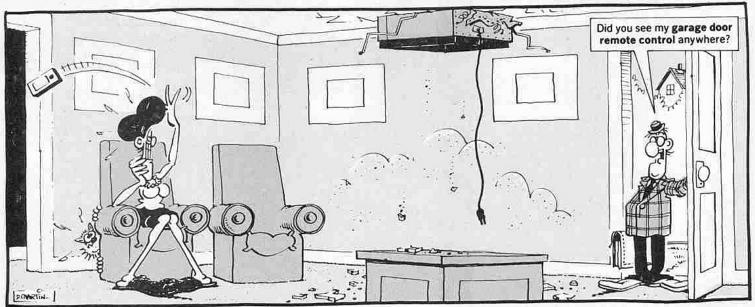




ONE WEDNESDAY MORNING IN ROX BURY, CONNECTICUT







AND NOW HERE ARE SOME QUICK, SN

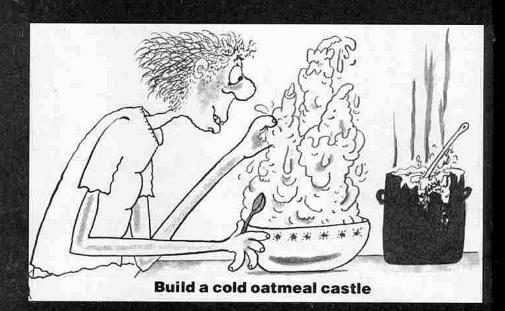
ENJOY THE FEELING OF A MID-WINTER BE



Carry your wallet, keys, and a tube of lotion in your underwear



Float in a tub filled with cold water, oil slick, and varied assortment of foreign objects



Put oil on your nose and heat it under a naked light bulb

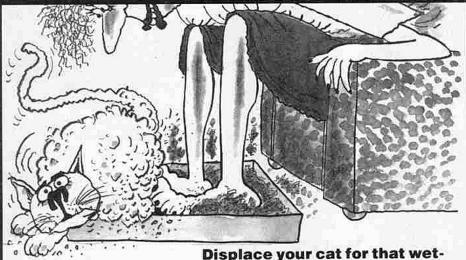
APPY MAD SUGGESTIONS ON HOW TO

ACH VACATION WHILE STAYING AT HOME

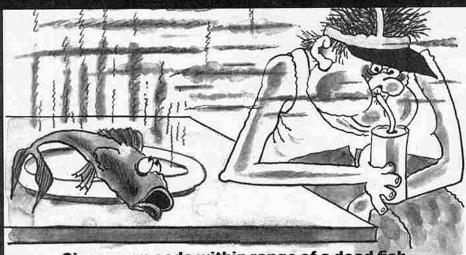
ARTIST AND WRITER: PAUL PETER PORGES



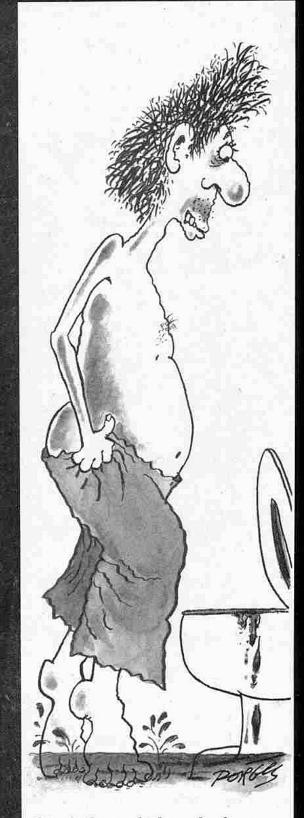
Eat a soggy, sandy, egg salad sandwich



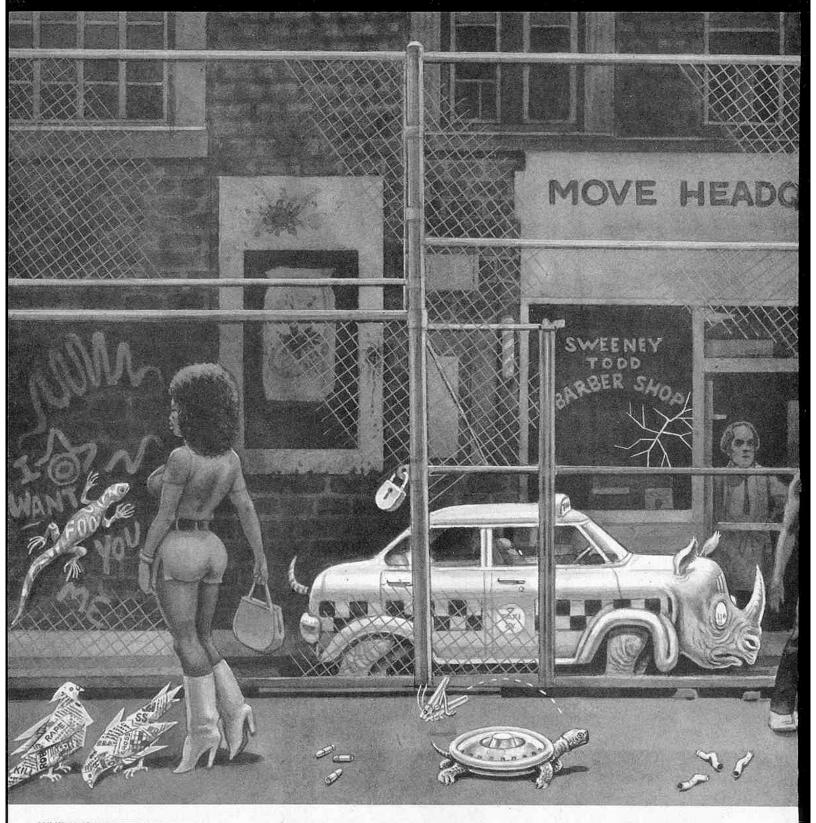
Displace your cat for that wetsand-between-your-toes feeling



Sip a warm soda within range of a dead fish

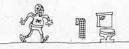


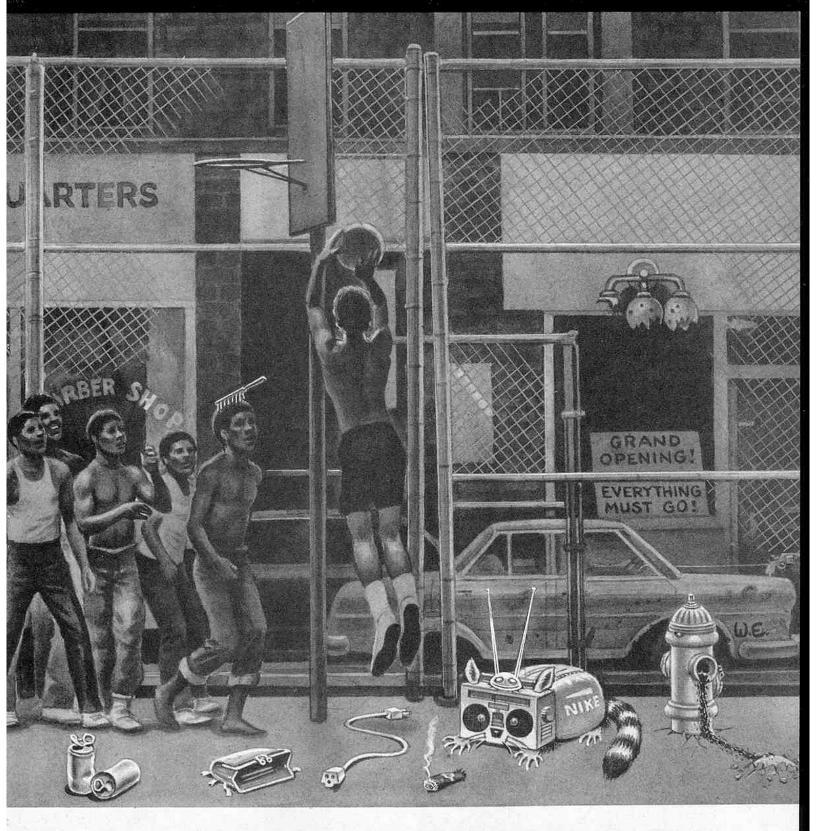
Slosh through three inches deep of yecchy liquid to use the bathroom



WHERE'S THE BEAST? DEPT.

In the wilds of the forest, where all God's creatures roam freely, animals must constantly be on the lookout for predators. Mother Nature, in her infinite wisdom, has provided for these animals by giving them the ability to blend in with their wilderness surroundings. But what about those unfortunate creatures who don't live in the wilderness? What about the animals that have to endure the hardships and hassles of city life? Well, not to worry, because Mother Nature has taken care of them quite well, as you'll see by taking a look at...





EAVILLAGE TRICKS OF CITY ANIMALS

BULLET BEETLE

Bullets in the big city are so common, no one takes notice of them. So while the Bullet Beetle's disguise saves it from predators it is often trampled to death



GRAFFITI LIZARD

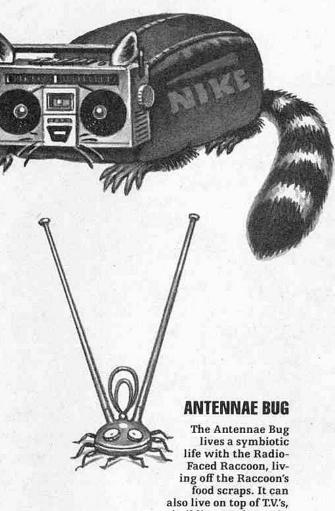
The Graffiti Lizard is practically invisible when standing next to a wall. But it is a fairly stupid animal, and doesn't move when the owner of the wall comes out to scrub it clean, or to repaint it.

NEWSPAPER PIGEON

Taking advantage of high winds that send newspapers flying, these birds can soar undetected. They are a treat for winos who start out looking for something to use as a blanket and wind up with a meal.

RADIO-FACED RACCOON

The Radio-Faced Raccoon looks like the gear of a typical city kid-a radio face and sports bag body with a clip on raccoon tail. Known to hang on to unsuspecting passersby when in danger, it is a nasty surprise for people who think they have found a free radio.

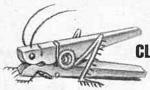


buildings and certain visiting martians.



WALKING WINDOW

The Walking Window Crack is a thin white insect. It's disguise works so well, it is virtually invisible to its predators. It's only worry is being drowned or crushed by the squeegees of window washers who don't realize it's there.



CLOTHESPIN CRICKET

The Clothespin Cricket is a harmless insect. It is threatened only by nearsighted people who ordinarily step on clothespins thinking they are crickets.



BEER TAB BUTTERFLY

A beautiful creature, the Beer Tab Butterfly has no enemies except oddball bag ladies who use beer tabs as jewelry.



CIGARETTE WORM

The Cigarette Worm's camouflage is very effective. Its only enemies are smoking birds.

CHANGE PURSE CLAM

The Change Purse Clam is a miser's delight. Once something finds its way in, the jaws snap shut and nothing gets out again.



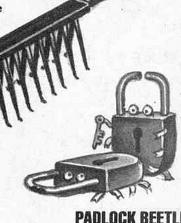
HUBCAP TURTLE

Very slow and harmless, the Hubcap Turtle is fine until a young hubcap thief figures him for an easy score.



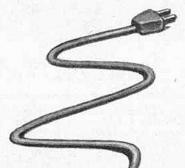
CRAWLING COMB CENTIPEDE

Wonderfully disguised, the Crawling Comb Centipede only faces danger from those people who don't have any qualms about acquiring their grooming items from the gutter.



PADLOCK BEETLE

The Padlock Beetle has super strong mandibles that allow it to hang from anything! Yet, when lying in the gutter, it looks like a snapped lock and is left alone. It lives with constant fear of being impaled by the tools of would-be



EXTENSION CORD ANACONDA

The Extension Cord Anaconda is a cousin of the electric eel. It is usually found in display bins at big city hardware stores where it is often mistaken for the real thing, taken home and electrocuted.



RHINO CAB

This big lumbering animal roams the street with no worries. It's built better than any modern car and can walk away from a collision. It comes with its own horn.

RULE#1

Be helpful despite one's own problems



POLITE SWITCH DEPT.

MAD'S 14 G000 B

ARTIST: PAUL COKER

RULE # 3

Show regard for the possessions of others.



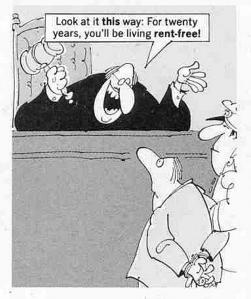
RULE # 4

Bolster the spirits of the ailing.



RULE #5

Give comfort to those facing hardship.



RULE#9

Be sensitive to the sad and downhearted.



RULE # 10

Give helpful advice to the troubled.



RULE # 11

Be tolerant of the mistakes of others.



RULE # 2

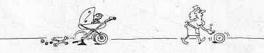
Always help others to help themselves.

Let's see how well you

can do on your own!

RULES OF EHAVIOR

WRITER: FRANK JACOBS



RULE #6

Maintain a positive outlook in times of crisis.



RULE # 7

Be gracious in victory ...



RULE # 8

... and also in defeat.



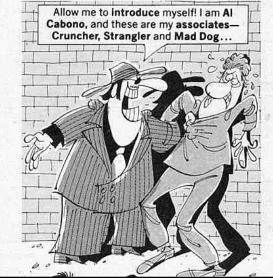
RULE # 12

Be courteous in times of stress.



RULE # 13

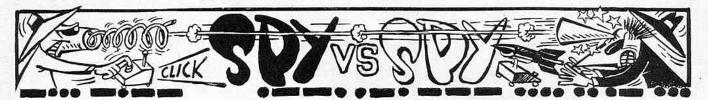
Display good manners on all occasions.

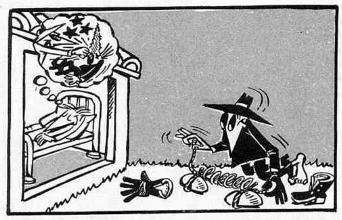


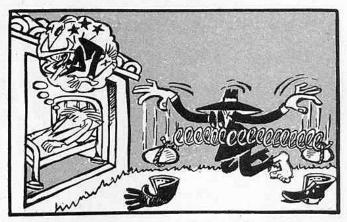
RULE # 14

Show compassion for the less fortunate.

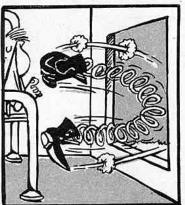


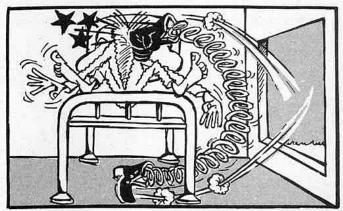


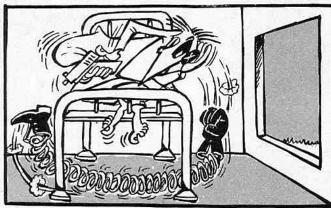


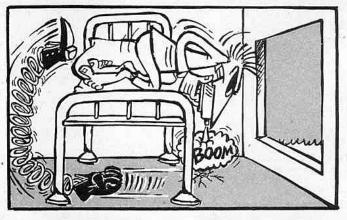








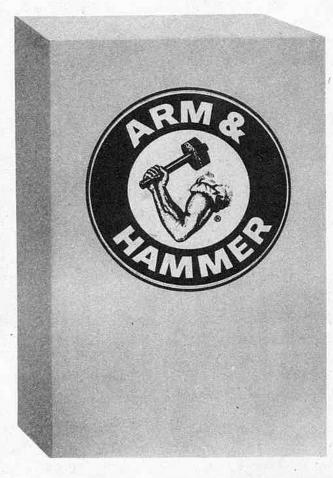






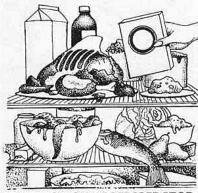
You've seen it on television commercials...and you've read about it in newspapers and magazine ads! It's the

AMAZING MIRACLE OF THE 20TH CENTURY! ARM & HAMMER Baking Soda









SMELLING SWEET AND CLEAN!

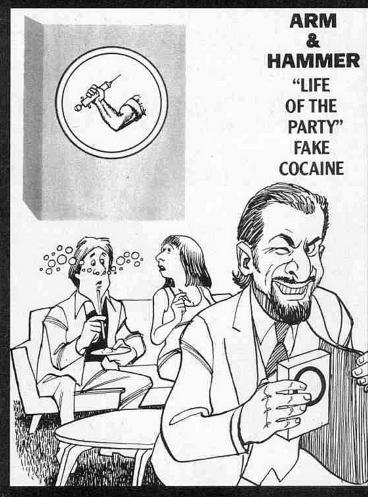


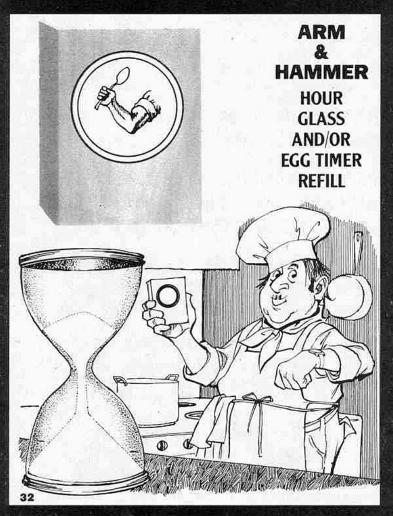
DEODORIZES CAT BOXES! IT CLEANS YOUR TEETH...

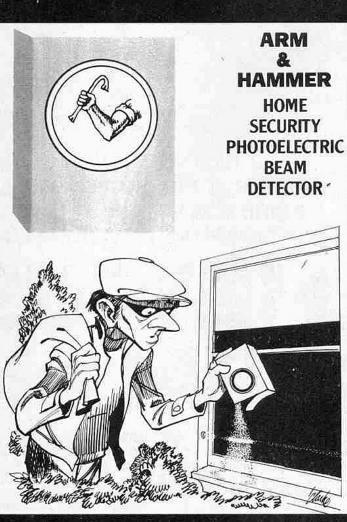
... IN FACT, IT DOES ANYTHING ARM & HAMMER THINKS WILL MAKE YOU BUY IT! AND EVERY YEAR, THEY MANAGE TO DISCOVER NEW WAYS THAT THEIR BAKING SODA CAN IMPROVE YOUR LIFE! IN FACT, WE CAN ALMOST ASSUREDLY LOOK FORWARD TO THESE...

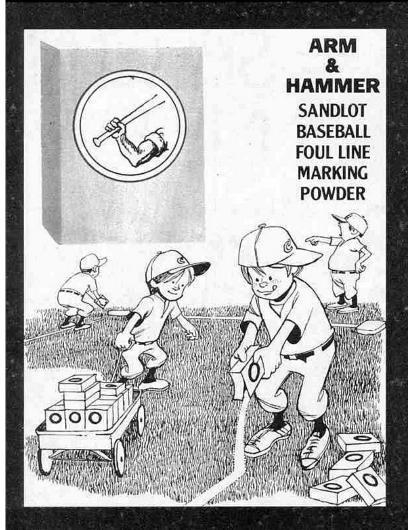
NEW USES FOR ARM&HAMMER BAKING SODA



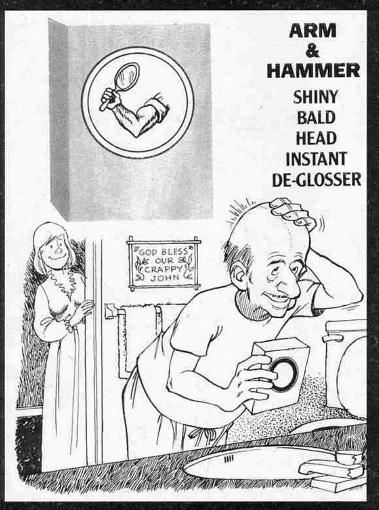














TUNER FISHING DEPT.

The most successful cable networks today are those that specialize—like ESPN (sports), CNN (news), Lifetime (health), The Weather Channel (what else?), Cinemax (movies), and Showtime (more movies). You can bet this is only the beginning. It's just a matter of time before cable TV will hit other specialized areas. Just think of the time you'll be able to waste as you flip your dial and choose from among the following assortment of

SPECIAL NETWO

WEIRDOVISION For Creeps and Loonies





CRAZE OF OUR LIVES—Serial Mary Beth's flossing compulsion gets worse after Richard sees Satan in the local 7-11. Phillip gets Olivia to bankroll his underwater commune.

THE HAVE-NOT NETWORK For the Very Poor





connie's kitchen Today: Six minimally nutritious dishes you can feed a family of eight, with left-over dog food and sawdust.

IZED CABLE TV DRKS OF THE FUTURE

ARTIST: SAM VIVIANO

WRITER: FRANK JACOBS & EARLE DOUD



SPECIAL The Regional Finals of our Obscene Phone-Callers Breathe-athon, live from Akron, Ohio.



NUTLINE WITH RED BOPPEL
—News WeirdoVision correspondents provide proof for the theory that the Grand Canyon was a shopping center for the ancients.



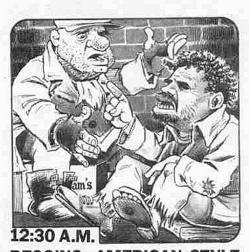
TOP-RANKED MOONING Main bout: Middleweight "Buns" Worthington takes on "Cheeks" McInerney. Live from Atlantic City.



TRAPDOOR JOHN, M.D.— Drama When a rat invasion creates a typhus epidemic, Trapdoor uses his ghetto patients as human guinea pigs for untested serums.

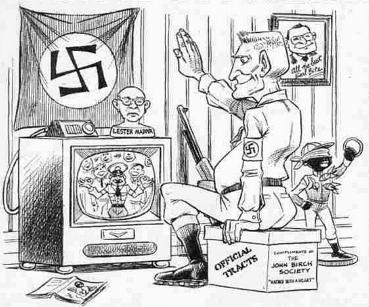


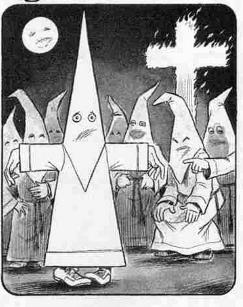
MOVIE—Drama "I was a Teenage Blood Donor." An illiterate high-school drop-out vows vengeance on a clinic when the blood he wants to sell for drug money is turned down for containing an icky substance.



BEGGING, AMERICAN STYLE—**Debate** Panhandlers Roscoe
Muncrief and Slats Pomeroy
argue which is comfier as a
doorway mattress—discarded
liquor cartons or the Sunday N.Y.
Times.

THE HATE CHANNEL For Bigots





7:00 P.M.

THE FOSTER FAMILY—Drama Charlie loses his job and blames it on the Jews. Donna turns in her spic gardener into immigration. Billy and Uncle Andy dynamite a gook's flower shop.

9:30 P.M.

THOSE KRAZY KLANSMEN— Comedy Eddie shows up late for a midnight cross-burning after Myra starches his sheet.

10:00 P.M.

SING ALONG WITH HEINRICH

—Varlety The Brownshirt Boys render a medley of Nazi marching songs, accompanied by the Stormtrooper Strings and the Mein Kampf Dancers.

THE NEUROTIC NETWORK For People With Problems





8:00 A.M.

WEATHER Meteorologist Warren Wyman points out the possibilities of rain and the guilt he feels in even bringing it up.

1:00 P.M.

GREAT LIVES—Documentary Today: Why Napoleon Bonaparte conquered Europe and how it still wasn't enough for his

4:00 P.M.

BOXING'S BIGGEST MO-MENTS A playback of the Marvin Mugler-Lester Hearns '73 title bout. Key moment: When Mugler faces arena fans and yells, "What the hell are you staring at?"

THE VIOLENCE CHANNEL For the Bloodthirsty





6.00 PM

LET'S TALK TERRORISM—

Discussion Syrian fanatic Omar Wahdi demonstrates how to make a car-bomb at home for under \$20.

7:30 P.M.

CRUNCHER IN CHARGE-

Comedy Cruncher mistakes a UPS delivery man for a rival street-gang leader and fractures his skull with a crowbar. Wally's shotgun goes off in his face. Zappy drives his motorcycle into a funeral procession.

8:00 P.M.

BLOODSHED BEAT Highlights: Coverage of Ugandan troops wiping out a defenseless village; close-ups of airliner crash victims; scenes of Chilean death squads in action.







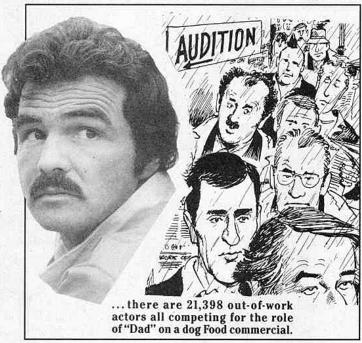
NO SOAP, RATIO DEPT.

This line is officially known as "Parental Cliche #238-The Career Goal Stifler." Every kid with a shred of ambition in showbiz, sports or the arts has heard it. And the most depressing thing a-

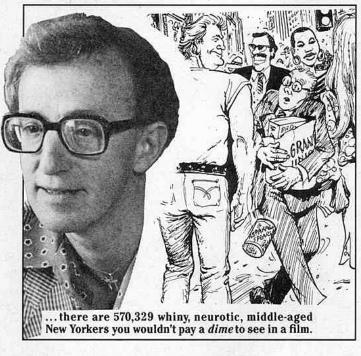
MAD'S HUMAN



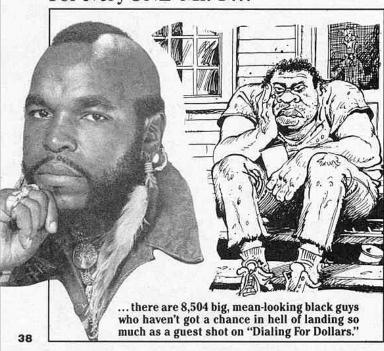
For every ONE Burt Reynolds...



For every ONE Woody Allen...



For every ONE Mr. T...



For every ONE Erma Bombeck...



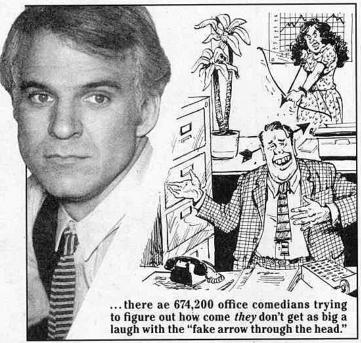
bout it is IT'S TRUE! Only a handful of the zillions of people with big dreams of fame and fortune will ever make it. And all we can do is offer you some precise numbers about ne'er-do-wells in...



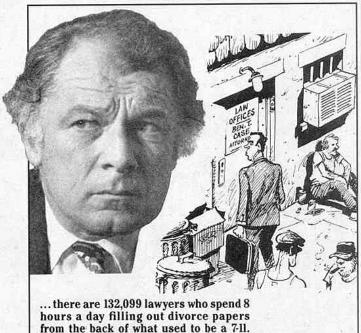
EQUIVALENCY SCALE ARTIST: HARRY NORTH WRITER: MIKE SNIDER



For every ONE Steve Martin...



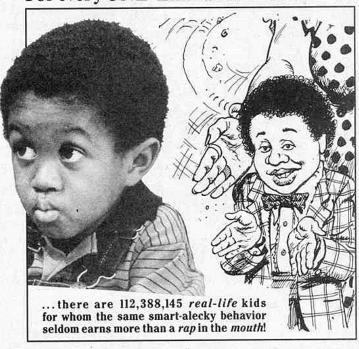
For every ONE F. Lee Bailey ...



For every ONE Mario Andretti ...



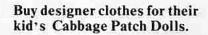
For every ONE Emmanuel Lewis...



THE MAD GUIDE TO ...

YUPPICS

(Young Urban Professionals)



Feed their babies strained quiche.

Hire seasonal domestics to trim their Christmas trees.

Pass neighborhood zoning laws against fat people.

Burp their Lhasa apsos.

Own "his-and-her" satellite dishes.

Back trendy causes, such as Eskimo Gay Rights.

Buy Nautilus machines in decorator colors.

Commission oil paintings of their Porsches.

Install personal computers in their Jacuzzis.

Get suicidal when their yearly income drops below the \$50,000 poverty level.

Chlorinate their bird-baths.

Have their toddlers checked out for "pre-school burnout."

Drop from their party list anyone who visibly sweats.

Are called "sir" and "ma'am" by Yullies.







YULLICS

(Young Urban Laborers)

Regard "Rambo" as an art film.

Entertain friends with "Championship Bowling" tapes from their VCR library.

Collect commemorative coins of pro wrestling stars.

Take sides watching Miller Lite commercials.

Demand absolute silence while watching "Wheel of Fortune."

Save Gallo wine labels in scrapbooks.

Regard finishing the TV Guide crossword as "bragging rights."

Have recurring dreams about rack-and-pinion steering.

Send away for the two-record collection of "Pat Boone's Greatest Hits."

Bargain-shop for lube jobs.

Consider "Doonesbury" heavy reading.

Regard owning a Sears charge card as "living in the fast lane."

Wear only their most expensive polyester leisure suit at weddings and funerals.

Are called "sir" and "ma'am" by Yuffies.



YUFFICS

(Young Urban Failures)

Socialize at Greyhound bus depots.

Look at lottery tickets as a sound investment.

Keep warm in winter by burning down their tenements.

Burglarize thrift shops.

Consider a Roach Motel an appropriate housewarming gift.

Read the "Enquirer" as a source of "news in depth."

Aren't sure if Halley's Comet is a car or a laxative.

Wear hand-me-down dentures.

Punch themselves in the head when they sleep through April.

List their street-gang membership as "Job Experience."

Regard Egg McMuffins as "nouvelle cuisine."

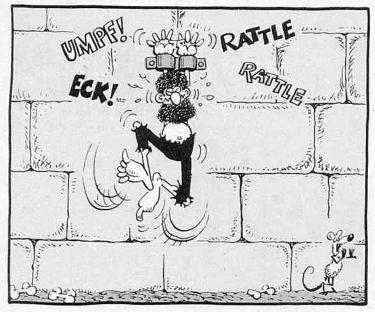
Take Rodney Dangerfield seriously.

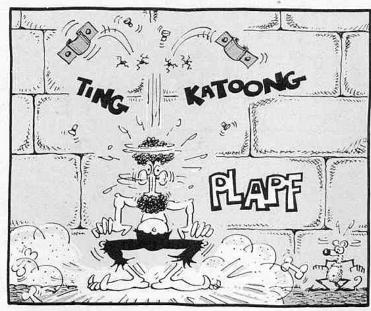
Tattoo their children for identification purposes.

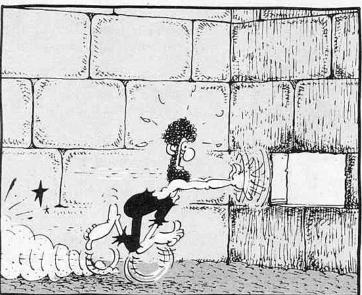
Are on a first-name basis with their local hospital blood-buyer.

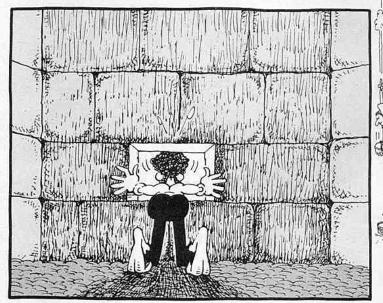
Perform taste tests with Mennen Skin Bracer and Agua Velva.

ONE THURSDAY MORNING IN THE DUNGEON

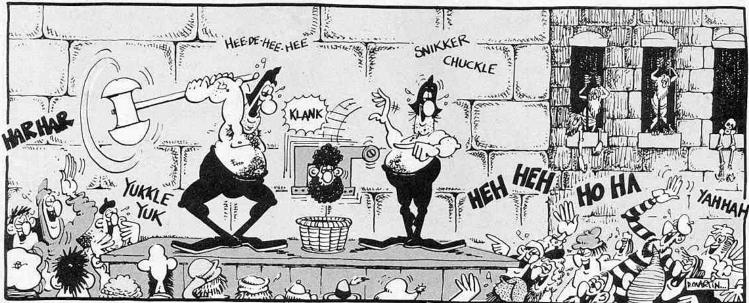








WILLIAM STATE OF THE STATE OF T



SLEUTH DECAY DEPT.

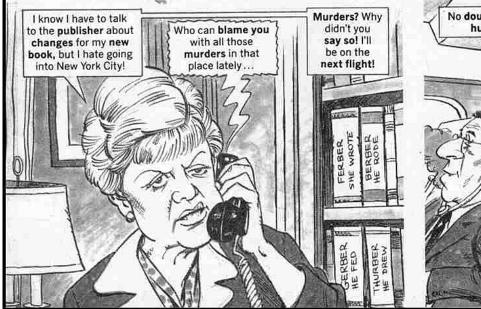
MURDER SHE HOPES

WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES







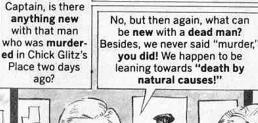






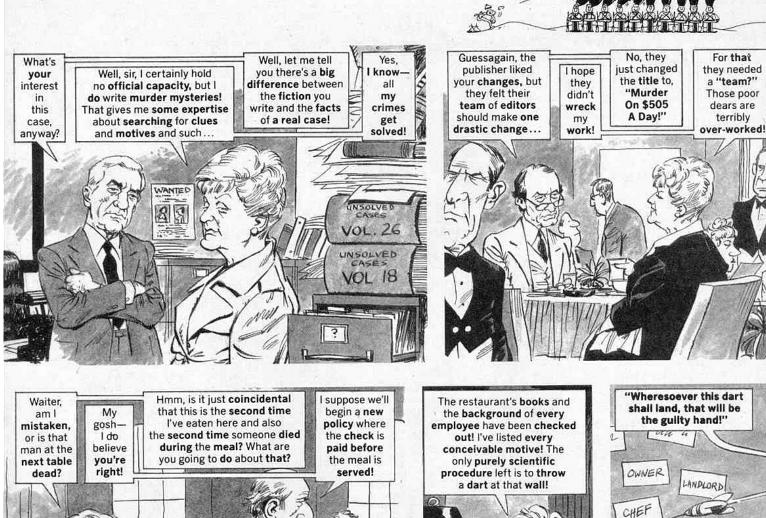






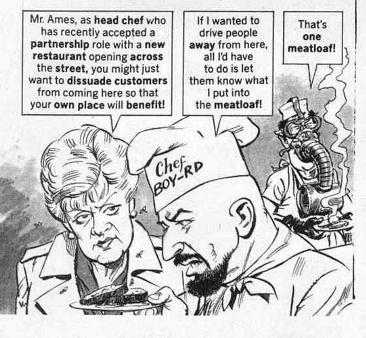


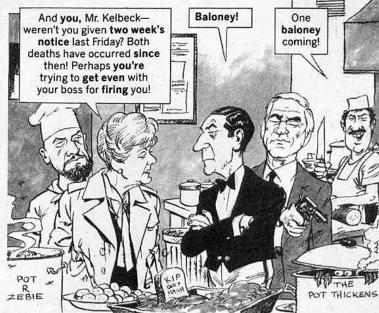


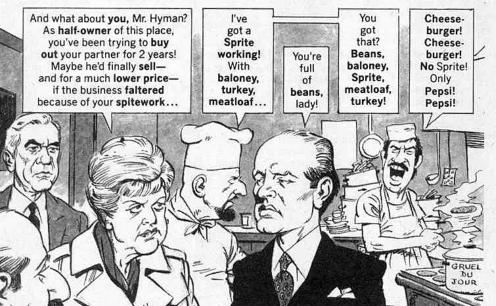


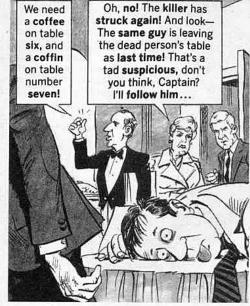














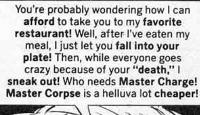


Boy, Los Angeles has

really had an influence



symile to like





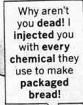












The oldest trick in the book-I used this fake rubber arm! Captain, here is your killer! When he couldn't steal a corpse, he'd go out and make one! Justice must be served!

Not by me, dear! This isn't my table!

You'll never Maybe not, but let's go to be able the tapes! to always sum prove up with anyflashbacks

No. no! Anything but that! I'll confess to whatever you want! I'm guilty! But no boring, longwinded explanations! Mercy!



Well, you did it, order Mrs. Catcher! So, of in your honor, toast a toast ...

One



Guessagain, I still can't figure out how you knew this guy was a murderer! I checked it outhe didn't even have a criminal record!

But he did have an amployment record which showed that he once worked as a window washer!

So? That doesn't mean anything!

To a police captain, perhaps! But to a brilliant mystery writer like myself, a window washer must aiways be considered as a prime suspect!



In honor of your fine work, I'm going to name a ham and Swiss cheese sandwich after you, Mrs. Catcher

Why ham and Swiss sandwich? The Swiss cheese is for the gaping holes in your explanation, and the ham sums up your acting perfectly!



MEET MARKET DEPT.

MAD'S PERSONAL ADS

A Key To Some Abbreviations Used In Personal Ads

GWM-Grubby Wimpy Man ELN-Extremely Large Nose PTM-Poor Table Manners WBH-Wears Bad Hairpiece

DB-Doesn't Bathe

AAL-Argumentative and Loud JAV-Jealous and Vindictive PTV-Prone to Violence EBM-Enjoys Barry Manilow LTPTOF-Likes To Paste Things On Face

CAFWSIFTA-Can't Afford Full Words So I'm Forced To Abbreviate

Successful—(Not wealthy), full-figured (not fat) woman (not man) seeks gentleman (not lady) for quiet (not loud) evenings (not days) at home (not outdoors). Write BOX 815 (not BOX 702).

Financially Unstable Man—I owe everyone money. If you're not one of my creditors, Id like to meet you. Send phone, mine was repossessed. Stanley, BOX 44

Striking Woman—Seeks man who likes to be struck. I have baseball bats, lead pipes and many other blunt objects. Penny, BOX 83

Practical Joker—SWF, 19, seeks man, 18 or older who will take pleasure in having water dumped on his head, unwanted pizzas and chinese food delivered to his home in the middle of the night and live mice thrown down his pants. Must have better sense of humor than my last 27 boyfriends did. Cathy, BOX 206

A Real Meat-And-Potatoes Man—Looking for a cutie pie with nice buns. I'm a bit of a ham who enjoys being buttered up. If you have a saucy personality, enjoy listening to Meatloaf and are hungry for conversation peppered with food words, lettuce get in touch with each other. Don't be a chicken! Write Chuck Steak, LUNCH-BOX 99

Idiots Need Love Too—If you enjoy walking into movies after they've started, throwing out good furniture and locking your friends in closets, we already have three things in common! Let's get together and find out how many other negative personality traits we share. Spunky, BOX 2

Striking Woman—Who will remain on strike until my union's demands are met wishes to meet man (preferably teamster) who enjoys walking on picket lines. Write to Bess, Local 55 Physician, 35—Desires to meet that special woman with real inner beauty. Send X-rays to: Dr. Mellonchop, BOX 67

Compulsive Liar—Seeks beautiful woman to share my million dollar chateau on the French Riviera. Flatbush Max, BOX 12

SWM-Seeks SWF to tell me what SWM means. BOX 85

Large Woman Seeks Larger Man—So I will look smaller in comparison. Photos a must. BOX 841

Handsome But Not Wealthy—Gentleman can only afford a 4 line personal ad. I'm a smart, good-looking nice guy whod like to meet pretty, sensitive women. Call me at

Vivacious—Charming, stunning, downto-earth, adventurous, slim, elegant, successful, witty, outgoing, sensitive and intelligent are words that don't apply to me. But please write anyway. Buxom Bertha, ROX 72.

Occult Vegetarian—Ämbidextrous truckdriving Republican juggler wishes to meet woman of similar interests. Zack, BOX 90

Unruly Mob-With torches seeks tall, green-skinned monster for moonlight gettogethers in bog. BOX 15

To The Woman I Saw—Wearing the Van Halen T-Shirt in the park last weekend: You're not my type so please don't call mel Phil

Appering LTF-Just ended relationship with BJN, is looking for the right EVD to share VPH with my KUG in XRZ. Must know how to communicate. Please respond BOX ISYG

Warm Sensitive Woman-25, seeks longterm caring relationship with older man owning stock portfolio consisting of Municipal Bonds, real estate holdings and petroleum futures. Must be affectionate and out of town often. Send photo and financial statement to: Goldie Digger, BOX 55

Fraknor-Warlord of the planet Zimbo, wishes to meet 4th Dimension Time Goddess to share my throne in the Vrickian Galaxy. No weirdos. BOX 7

Short, chubby—Petty, balding man looking for a date. I may not sound like much, but I've probably got the most honest ad on this page. BOX 98

I Have A Burning Desire—To meet that special someone to help me set the world on fire. Write Pyro Bob, Home for the Criminally Insane. Send photo, phone and matches.

I Am A Slim, Attractive—Intelligent and financially secure woman. I have many handsome boyfriends and don't need to waste my time and money trying to attract the ugly desperate creeps who read these personal ads. So if you write to me, I won't respond. BOX 5

Pretty Amnesiac—I don't remember what kind of person I am or what kind of person Id like to meet. Betty, BOX 3. (Or is it Sue, BOX 9?)

Accountant-Longs to meet anyone who isn't an accountant. Stanley, BOX 62

Macy's Thanksgiving Day—Parade Balloon, 37'5", 692 pounds when inflated, wishes to meet 25 people with ropes for lazy strolls down Broadway. Serious inquiries only. BOX 427

Wealthy Businessman—Owns garlic factory, wishes to share his cozy swampside cabin and skunk farm with woman who has severe nasal congestion. Hay fever sufferers need not apply. BOX 238

Yard Sale—Many useful household items. 39 Center St. Look, I know this isn't a personal ad, but who in hell ever reads the "Yard Sale" column?

Handsome Man—Who speaks in rhyme, seeks a gal that's mighty fine. I'm wealthy smart and 45, but all my friends are sick of me. All I do is speak in verse, I say I'll stdp and then get worse. So if you like a man who's dumb, write to me BOX 21.

Shy Man, 23-

Undercover Espionage Agent—29, would like to meet nice woman 18-30 for romantic, lasting relationship. Don't bother to write, I already know where you live.

Man. Nonsmoking, Nondrinking—Noneating, Nonbreathing. Actually, I'm dead. I need someone to bury me. BOX 57

Bigoted Man—Seeks ideal lady. I can't stand Japs, Jews, Coloreds, Polacks, Wops, Micks, Fags or Spics. Affectionate, warm and loving. BOX 79

Loni Anderson Lookalike—25, self confident and emotionally stable, desires sensitive and caring relationship. Just one problem. I'm a man. BOX 606

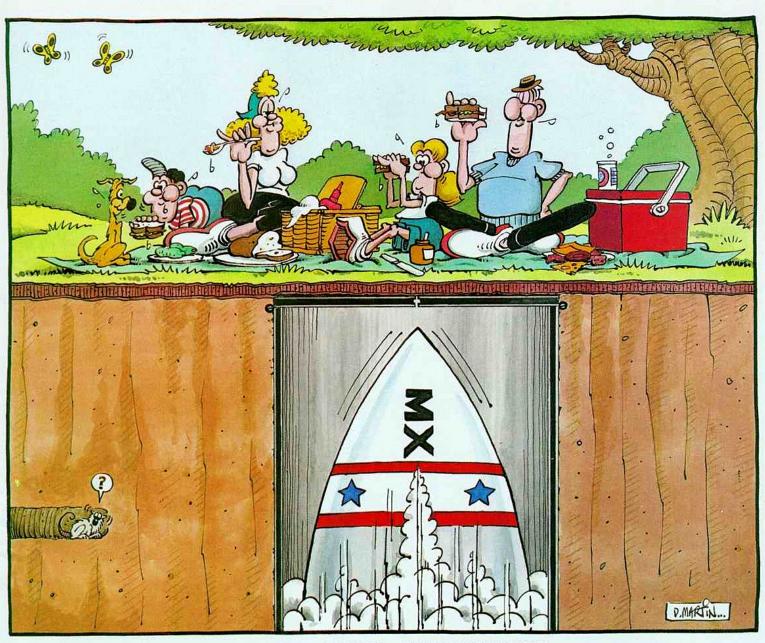
I Don't Like Long Personal Ads—From experience, I've learned that after taking the time to read one, you still really don't know that much about the person who wrote it. It's much more effective to be brief and to the point. Long, ponderous, cumbersome ads that go on and on, never seeming to end, words heaped upon endless words, pointless sentences that offer no real information can be totally (continued on page 85)

HOW TO PLACE A PERSONAL AD:

Put your ad in an envelope along with a bank check or money order for \$5,000 made out to the MAD Personals staff. If you wish to send the check or money order without including a personal ad, you have that option. It is understood that any ads we receive that sound genuinely sexy or otherwise appealing in any way will be put aside for answering by the MAD Personals staff personally. We can't guarantee any responses to your ad, but if you were as familiar with our readers as we are, that wouldn't upset you!

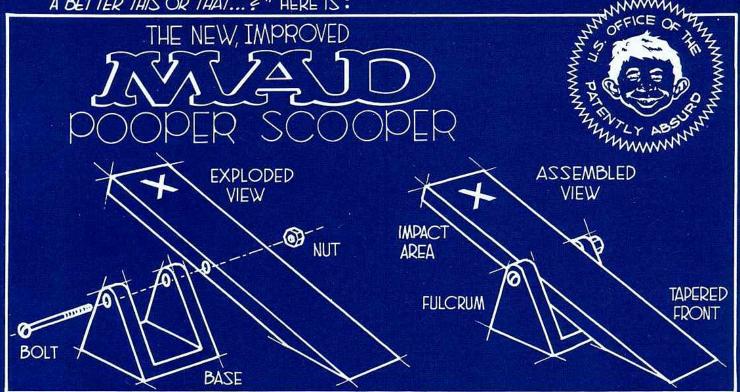




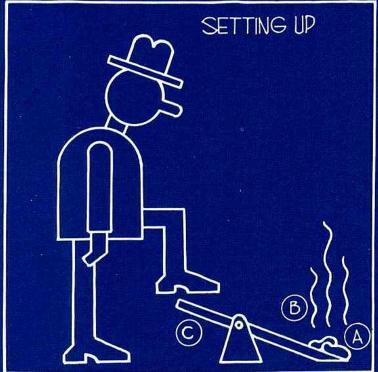


ARTIST: DON MARTIN WRITER: PAUL PETER PORGES

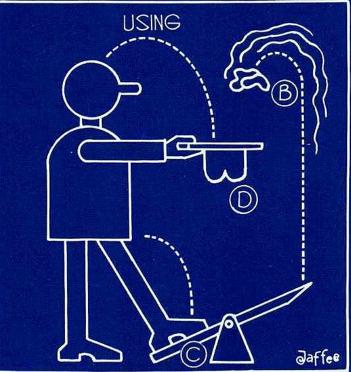
AND NOW, FOR ALL YOU CLODS WHO ARE ALWAYS SAYING, "WHY DON'T THEY INVENT A BETTER THIS OR THAT...?" HERE IS:



MOLDED IN DECORATOR COLORS, ASSEMBLED PLASTIC UNIT IS LIGHTWEIGHT AND ATTRACTIVE... FITS INTO PURSE OR ATTACHE CASE, READY FOR INSTANT USE.



MAD'S NEW IMPROVED POOPER SCOOPER OPERATES EFFICIENTLY, REGARDLESS OF SIZE OR SHAPE OF OFFENDING MATTER. THE OPERATOR MERELY NEEDS TO PUSH FRONT END OF UNIT (A) UNDER OFFENDING MATTER (B), THEN LIFT HIS LEG SO FOOT IS DIRECTLY OVER IMPACT AREA (C)



ON COUNT OF THREE, OPERATOR BRINGS, FOOT DOWN WITH FULL FORCE ON IMPACT AREA (C), CREATING INSTANT LIFT-OFF AND LAUNCHING OFFENDING MATTER (B) INTO ORBIT. HE THEN DEFTLY INTRODUCES HAT (D) INTO TRAJECTORY, INTERCEPTING MATTER AND EFFECTIVELY REMOVING IT FROM PUBLIC VIEW.

WRITER AND ARTIST: AL JAFFEE